

JUL 26 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK BEGINNING MONDAY, JULY 26, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Newly Designed	WAR STAMP CORSAGE	MARY LEWIS AND U.S. TREASURY	COUNTRY WIDE
	The United States Treasury Department has just accepted Mary Lewis' original design for a War Stamp Corsage to be sold at \$1.00 in stores all over the country without profit, of course. Her's is the fifth in a series of couturier corsages. Others include Mainbocher, Lilly Dache and Sally Victor. Corsage will make its appearance shortly. Contact: Sue Johnson, War Stamp Corsage Division, 105 West Adams Street, Chicago, 3, Illinois.		
Now Showing	ORIGINAL CREATIONS: COATS, SUITS, GOWNS	VILLA-ZIGMUND	18 EAST 50TH STREET
	A day-time and evening collection for Fall into Winter. For appointment contact: Mr. Victor Pincus, PL. 8-2014.		
Just Opened	NEW R.W.R. GIFT SHOP	RUSSIAN WAR RELIEF	56 EAST 55TH STREET
	The Women's Division of Russian War Relief has opened a Monday through Friday shop for the sale of goods and useful gift articles, all characteristically Russian. Included are pocket chess sets, Russian emblem playing cards, posters, and a number of books stressing interest in Russia. Prices are all low. Public invited. Publicity: Elaine Whitelaw, PL. 8-2065.		
Now Available Through Dec. 31	"SAFETY AT SEA" EXHIBIT	WAR SHIPPING ADMINIS- TRATION AND UNITED SEAMEN'S SERVICE	DEPARTMENT STORES
	The safety devices of our Merchant fleet exemplified by rubber life-saving suits, abandon-ship-kits, distress signals, a 15-man life float and other devices, are offered for display in department stores all over the country. The purpose of this exhibit, sponsored by the United States War Shipping Administration Recruitment Department, is to interest this country in our safety-at-sea efforts to protect our Merchant fleet. This exhibit is touring the country and is available from now through December 31st, free, to any department store requesting it. Stores will be expected to pay express charges from the nearest City where the exhibit is routed. Contact: Harold Swanson, United Seamen's Service, Inc., 39 Broadway, N.Y.C., WH. 3-2500.		
CANCELLED:	GIMBEL'S TROUSSEAU FASHION SHOW ORIGINALLY PLANNED FOR JULY 24TH AT 1:00 PM.		
Monday July 26-	COLOR AND SOUND MOVIE: "CANNING THE VICTORY CROP"	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET AUDITORIUM, 7TH FL. E.
July 28 3:00 P.M.; 4:00 P.M.	"Canning The Victory Crop", a color and sound movie prepared by Good Housekeeping experts, demonstrates correct methods of canning fruits and vegetables. The movie is 25 minutes long and narration is by Frank Singiser, noted news commentator. Special booklet, "Canning The Victory Crop", serving same purpose as movie, will be available at 5¢ per copy. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 26-	EXHIBIT OF BASIC FIGURE TYPES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
July 31	Basic figure types illustrating what is appropriate and what is inappropriate for average, short average, tall average and problem figure. The display shows correct and incorrect use of horizontal, vertical, curved, diagonal and broken lines. Open to the public from 9 A.M. to 9:30 P.M., Saturdays until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Beginning Monday July 26	<u>OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES</u> Other stores' college shop openings will be announced as dates come in. <u>MONDAY, JULY 26</u> B. ALTMAN & CO., 5TH AT 34TH 3rd fl. See page 5, item 1 for details. Publicity: Faith Willcox, MU. 9-7000.  R. H. MACY & CO., HERALD SQUARE 3rd fl. No fashion show. Publ.: Kay Jones, CH. 4-2000.  ABRAHAM & STRAUS, 420 FULTON ST. 3rd fl. Junior Size Center. No formal opening. Publicity: Emily Adamson, TR. 5-7200.		<u>MONDAY, AUGUST 2</u> (Continued) BLOOMINGDALE'S, LEXINGTON AT 59TH No formal opening. Publicity: Karen Hollis, VO. 5-5900.
	<u>FIRST WEEK IN AUGUST</u> OPPENHEIM COLLINS, 33 W. 34TH Details later. Publicity: Ruth LeBron, WI. 7-8200.  RUSSEKS 5TH AVE., 390 5TH AVE. See page 4, item 6 for details. Publ.: Beatrice Castle, WI. 7-1900.		<u>WEDNESDAY, AUGUST 4</u> ARNOLD CONSTABLE, 5TH AT 40TH 3rd fl. See page 4, item 5 for details. Jeanne Pierre, CA. 5-2300.  SAKS 34TH ST., HERALD SQUARE 3rd fl. See page 4, item 4 for details. Florence Epstein, LA. 4-7000.
	<u>MONDAY, AUGUST 2</u> LORD & TAYLOR, 424 5TH AVE. 5th fl. No formal opening. Eleanor Howard, WI. 7-3300.  DE PINNA, 650 5TH AVE. Details later. Publicity: Dorothy Coburn, VO. 5-4800.  JAMES McCREEERY, 5 W. 34TH ST. 4th fl. No formal opening. Publ.: Elsie Porcell, WI. 7-7000.  STERN BROS., 6TH AT 42ND ST. 3rd fl. No formal opening. Publ.: Martha Emerson, LO. 5-6000.  GIMBEL BROS., B'WAY AT 33RD 3rd fl. Details later. Publ.: Doris Bartnet, PE. 6-5100.		<u>THURSDAY, AUGUST 5</u> MARTIN'S, 501 FULTON ST., B'KLYN 2nd fl. No formal opening. Publ.: Miriam Priluk, TR. 5-3100.  <u>MONDAY, AUGUST 9</u> SAKS 5TH AVE., 611 5TH AVE., 7 fl. See page 4, item 1 for details. Publ.: Eleanor Lambert, PL. 5-8580.  FRANKLIN SIMON, 414 5TH AVE. 3rd fl. Details later. Publ.: Mildred Kaldor, WI. 7-9600.  FREDERICK LOESER, 484 FULTON ST. 2nd fl. Details later. Publ.: Rose Rulnick, TR. 5-8100.  B. GERTZ, INC., JAMAICA, 3 Fl. See page 4, item 8 for details. Mr. Merahn, JA. 6-6800.
			<u>MONDAY, AUGUST 16</u> MARY LEWIS, 638 5TH AVE. Details later. Publicity: Rosemary Sheehan, CO. 5-3147.

Monday  
7/26-8/28

SARATOGA RACE  
MEET

SARATOGA RACING  
ASSOCIATION

BELMONT PARK  
ELMONT, LONG ISLAND

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 27 2:00- 6:00 P.M.	PRESS PREVIEW: SMALL ACQUISITIONS EXHIBIT Small group of newly acquired paintings. Opens to public, Wednesday, July 28th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday July 27 3:00- 5:30 P.M.	PRESS OPENING: "FINE FABRICS SALON" News indeed, and a reflection on the tenor of the times, when Saks 5th Avenue, fine specialty shop, adds a "Yard Goods Department." These will be fine fabrics, in keeping with the "very Saks 5th Avenue" standard. Press opening by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	SEPARATE ENTRANCE 10 EAST 50TH STREET
Wednesday July 28 12:30 P.M. Luncheon	LUNCHEON SYMPOSIUM ON HAT PROMOTION "How to Merchandise Color in Hats Without Special Orders" will be the sub- ject of discussion at a luncheon by the Millinery Division of the Fashion Group. It will present helpful data compiled by this organization for its members. Luncheon, \$1.75. Contact: CI. 7-1734.	THE FASHION GROUP, INC. MILLINERY DIVISION	MADISON HOTEL MADISON AVE. AT 58TH

MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS

Wednesday July 28	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) Contact: Helen Valentine, Promotion Director, PL. 3-1030.	1 EAST 57TH ST.
Friday July 30	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE Contact: Fashion Department, CI. 7-0700.	1270 SIXTH AVENUE
Friday August 6	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) Contact: Albert Kornfeld, MO. 4-7500.	420 LEXINGTON AVENUE
Friday August 6	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE Contact: Esther Lyman, WI. 2-2800.	572 MADISON AVENUE
Friday August 20	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE (Street & Smith) Contact: Lois Ullman, Promotion Manager, WA. 9-8070.	79 SEVENTH AVENUE
Friday August 20	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE Teen-Age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-5200.	250 PARK AVENUE
Wednesday August 25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE Contact: Mr. Oechener, CA. 5-6810.	52 VANDERBILT AVE.

Thursday July 29 4:00- 7:00 P.M. Show at 4:30 P.M.	REDY-CUT APPLIQUE FASH- ION SHOW AND COCKTAILS This show will introduce a new fashion item to representatives of country- wide stores and the Press. Called Redy-Cut Applique, it consists of felt trimmings which are likely to replace embroidery and handwork at this strategic time when the latter are almost unobtainable through lack of manpower. Redy-Cut is applied on all kinds of women's garments, accesso- ries and home furnishings. New York stores tied in with Redy-Cut are B. Altman, Abraham & Straus, and L. Bamberger. Press and Trade by invi- tation only. Publicity: Ann R. Silver Associates, MU. 2-8633.	RUZAK INDUSTRIES	RITZ CARLTON HOTEL CRYSTAL GARDENS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 2 3:00 P.M.	PRESS OPENING: COLLEGE SHOP	SAKS FIFTH AVENUE	611 FIFTH AVENUE COLLEGE SHOP, 7TH FL.
	Saks Fifth Avenue will stage a campus quiz and round-table conference with college counsellors present in launching their Fall 1943 school collection. A floor-wide presentation of college styles will be shown to the Fashion Press. The College Shop opens to the public on August 9th. Press opening on August 2nd by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday August 2	COLOSSAL FURNITURE DISPLAY	R.H. MACY & CO., INC.	HERALD SQUARE 9TH FLOOR
	75 new rooms, newly redecorated to give the public every possible suggestion for refurnishing in the Fall. A number of new decorating materials and ideas will be launched in this Macy showing. Public invited. Publicity: Kay Inglis Jones, CH. 4-2000.		
Tuesday August 3 4:00- 6:00 P.M.	COCKTAIL PARTY AND FASHION SHOW	MARLBORO CIGARETTES AND BONWIT TELLER	MONTE CARLO GARDEN 51 EAST 54TH STREET
	Muriel Johnstone, fashion coordinator for Marlboro Cigarettes, presents through the auspices of Bonwit Teller, a collection of Marlboro Cigarette Slim fashions for Fall, utilizing the tobacco color and cigarette silhouette. Press by invitation only. Publicity: June Clark, EL. 5-6800.		
Wednesday August 4 11:30 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS	SAKS 34TH STREET	COLLEGE KNOWLEDGE SHOP 3RD FLOOR
	As a curtain-raiser to the college season, Saks 34th Street will preview its school collection for the Press and a selected list of guests. By invitation. Publicity: Florence Epstein, LA. 4-7000.		
Wednesday August 4 3:00 P.M.	COLLEGE PREVIEW FOR PRESS	ARNOLD CONSTABLE	5TH AVE. AT 40TH STREET COLLEGE SHOP 3RD FLOOR
	Around-the-clock fashions for the co-ed are going to be modeled by members of the Arnold Constable College Board. Guests will include Press and a selected invitation list. Publicity: Jeanne Pierre, CA. 5-2300.		
Thursday August 5 12:30 P.M. Luncheon	FASHION LUNCHEON: "AMERICA GOES TO SCHOOL, WORK AND WAR"	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
	This store will mark the opening of its College Shop, week of August 2nd, with a luncheon fashion show of school and career fashions. Open to public. Luncheon, \$2. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday August 5 4:00 P.M.	PRESS PARTY: "FOR WOMEN ONLY"	RICHARD HUDNUT	NEW DUBARRY SUCCESS FL. 693 FIFTH AVENUE, 4TH FL.
	Victory Garden Party, strictly for the distaff side of the Press, to see the new floor of the Success School which boasts the largest health bar in the world. Fashions by B. Altman & Co. will feature streamlined figures for L-85 styles. By invitation only. Publicity: Lenore Bushler, PL. 3-0700; Nora Gilbert, WA. 9-2300; Jane Ellis, PL. 3-8321.		
Monday August 9	COLLEGE SHOP OPENING	B. GERTZ, INC.	JAMAICA
	Daily fashion show for Press and public, during entire week of opening. Time not yet scheduled. Publicity: Harold Merahn, JA. 6-6800.		

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Tuesday August 10 9:00 A.M.	PRESS OPENING: COLLEGE SHOP	B. ALTMAN & CO.	5TH AVE. AT 34TH ST. COLLEGE SHOP, 3 FL.
	Press preview of all of Altman's new collection of college fashions for 1943-44 are presented in the newly redecorated college shop. Shop opens to public on July 26th. Press by invitation. Publicity: Faith Willcox, MU. 9-7000.		
Thursday August 12 12:30 P.M. Luncheon	LUNCHEON OF AMERICAN MARKET ASSOCIATION	AMERICAN MARKET ASSOCIATION	SHERATON HOTEL LEXINGTON AT 37TH ST.
	Monthly luncheon meeting of the Retail Distribution group of the American Market Association will take place with a speaker whose subject will be "Self-Service in Retail Stores", to be announced by Professor John Wingate of the School of Retailing, New York University. Details later. Publicity: Miss Thion, Cigar Institute, LE. 2-2489.		
Monday August 16 12:30 P.M. Luncheon	LUNCHEON DEBUT OF A NEW PERFUME - "DISCOVERY"	MONEAU PERFUMES	18 EAST 49TH STREET
	"Discovery" is a new perfume said to be one of the last to come out of France, created by a pair of persons well-known in the cosmetics field. Beauty and Fashion Press invited. Contact: Richard Sussman, PL. 8-1667.		
Wednesday August 18 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY SHOWING	HENRI BENDEL	10 WEST 57TH STREET
	Press, by invitation only. Publicity Frances Anderson, CI. 7-1100.		
Thursday August 19 11:00 A.M.	PRESS PREVIEW: CUSTOM-ORDER HATS	HATTIE CARNEGIE	42 EAST 49TH STREET
	Strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.		
<b>FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS</b>			
Admission to all showings <u>strictly by invitation</u> .			
Wed., 8/25 3:00 P.M.	HATTIE CARNEGIE Custom Order Originals.	42 EAST 49TH STREET	By invitation only. Publ.: Joe Hughes, WI. 2-2600.
Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN ORIGINALS Press preview.	754 FIFTH AVENUE	By invitation only. Publicity: Florence Neff, PL. 3-7300.
Tues., 8/31 3:00 P.M.	JAY THORPE ORIGINALS Press preview.	24 WEST 57TH STREET	By invitation only. Publicity: Ruth Waltz, CI. 7-4300.
Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE Press preview of Sophie Originals from the Salon Moderne.	611 FIFTH AVENUE	Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.
Tues., 9/7 11:00 A.M.	BONWIT TELLER Fira Benenson's collection from the Salon de Couture.	721 FIFTH AVENUE	Press preview, by invitation. Publicity: June Clark, EL. 5-6800.
Wed., 9/8 11:00 A.M.	MILGRIM'S Design Studio Originals from the Custom Order Department.	6 WEST 57TH STREET	Press preview, by invitation only. Publicity: Alice Lookstein, CI. 7-7200.

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Wed., 8/25 3:00 P.M.	HATTIE CARNEGIE CUSTOM ORDER ORIGINALS SHOW See page 5, item 6 for details.		
Friday August 27	PUBLICATION OF "SELL- ING FOOTWEAR" ISSUE	WOMEN'S WEAR DAILY AND MEN'S WEAR	FAIRCHILD PUBLICATIONS 8 EAST 13TH STREET
		These are two special issues on selling footwear for men, women and children. Reprinted following publication under one cover for convenient use by shoe retailers. The factual data on the merchandising, selling and buying of footwear are given in detail as a complete non-technical guide to all interested. This shoe issue will provide an excellent manual in store training of buyers, merchandise managers and store executives. Also footwear sales people. Contact: AL. 4-5252.	
Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN CUSTOM ORDER ORIGINALS SHOW See page 5, item 6 for details.		
Monday 8/30-9/18	AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT LONG ISLAND
Tues., 8/31 3:00 P.M.	JAY THORPE CUSTOM ORDER ORIGINALS SHOW See page 5, item 6 for details.		
Tuesday August 31, Sept. 1	SEMI-ANNUAL LEATHER CONFERENCE	NATIONAL SHOE RE- TAILORS' ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH STREET
	Details later. Contact: Lee Langston, AS. 4-9515.		
Beginning Wednesday Sept. 1	A NEW CLEARING HOUSE FOR WOMEN'S NAVAL UNIFORMS	WOMEN'S NAVAL UNIFORMS, INC.	NOT YET ANNOUNCED
	A new organization formed to facilitate the procurement, warehousing and sale of women's naval uniforms for the WAVES has been organized by a group of six New York leading department stores. They are: Bloomingdale's, R.H. Macy, Saks Fifth Avenue, John Wanamaker, Abraham & Straus, Frederick Loeser, and William Filene's Sons, Boston. This does not include uniforms for the SPARS, issued under separate arrangement by the Coast Guard. Contact: Ira Markwett, Manager, MU. 2-7750 (temporary).		
Wednesday Sept. 1-6	NATIONAL CHAMPIONSHIP TENNIS TOURNAMENT	UNITED STATES LAWN TENNIS ASSOCIATION	WEST SIDE TENNIS CLUB FOREST HILLS, L. I.
	Details later. Contact: CO. 7-3330.		
Thursday Sept. 2 10:30 A.M.	PRESS PREVIEW: FALL FASHION ORIGINALS By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET
Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE CUSTOM ORDER ORIGINALS SHOW See page 5, item 6 for details.		
Tues., 9/7 11:00 A.M.	BONWIT TELLER CUSTOM ORDER ORIGINALS SHOW See page 5, item 6 for details.		
Wed., 9/8 11:00 A.M.	MILGRIM CUSTOM ORDER ORIGINALS SHOW See page 5, item 6 for details.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday 9/20-10/9	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Tuesday October 5 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES  Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Oval Room at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

#### OUT-OF-TOWN FASHION MARKET DATES

July 26-8/7...Fall Market Season, American Retailers' Association, St. Louis, Missouri.  
 Aug. 1-4.....California Fall Millinery Openings, Los Angeles, Hollywood, San Francisco Millinery Guilds, Palace Hotel, San Francisco.  
 Week of 8/2...Interstate Merchants' Council, Chicago Association of Commerce, Merchandise Fair, Chicago.  
 Sept. 14-17...Southeast Travelers Market, Southeastern Travelers Exhibitors Association, Henry Grady Hotel, Atlanta, Georgia.  
 Sept. 22-23...Fashion Market, Southern Fashion Exhibitors, Tutwiler Hotel, Birmingham, Alabama.  
 Oct. 11-14...Dallas Fashion and Sportswear Center, Dallas Fashion Association, Baker and Adolphus Hotels.

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<u>DATES AHEAD</u>		<u>RED LETTER WEEKS</u>
Aug. 19 NATIONAL AVIATION DAY	(Thurs.)	Sept. 11-18 NATIONAL FELT HAT WEEK
Sept. 6 LABOR DAY	(Mon.)	Sept. 13-18 CONSTITUTION WEEK
Sept. 13 1ST DAY OF SCHOOL	(Mon.)	Sept. 19-25 NATIONAL DOG WEEK
Sept. 23 1ST DAY OF AUTUMN	(Thurs.)	Oct. 1-11 NATIONAL BRANDS WEEK
Sept. 30 1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Oct. 2-9 NATIONAL RETAIL FURNITURE WEEK
Oct. 1 MOVING DAY	(Fri.)	Oct. 3-9 FIRE PREVENTION WEEK
Oct. 9 JEWISH DAY OF ATONEMENT	(Sat.)*	Oct. 3-9 NATIONAL LETTER WRITING WEEK
Oct. 12 COLUMBUS DAY	(Tues.)	Oct. 10-16 NATIONAL BUSINESS WOMEN'S WEEK
Oct. 27 NAVY DAY	(Wed.)	Oct. 10-17 NATIONAL WINE WEEK
Oct. 31 HALLOWE'EN	(Sun.)	Oct. 11-17 BIBLE WEEK
Nov. 2 ELECTION DAY	(Tues.)	Oct. 17-23 NATIONAL PHARMACY WEEK
Nov. 11 ARMISTICE DAY	(Thurs.)	Oct. 24-31 NATIONAL APPLE WEEK
Nov. 25 THANKSGIVING DAY	(Thurs.)	Oct. 31-11/6 GIRL SCOUT WEEK
Dec. 22 1ST DAY OF WINTER	(Wed.)	Nov. 1-7 AMERICAN ART WEEK
Dec. 25 CHRISTMAS DAY	(Sat.)	Nov. 7-13 AMERICAN EDUCATION WEEK
Dec. 31 NEW YEAR'S EVE	(Fri.)	Nov. 7-14 FATHER-AND-SON WEEK

\*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now.....	<b>EXHIBIT OF MINIATURE ROOMS</b>	RADIO CITY MUSIC HALL, GRAND LOUNGE
Showing	Together with this week's picture, "Mr. Lucky" at the Music Hall, the Hoffheimer collection of miniature rooms is being exhibited publically in the Grand Lounge. Publicity: Mr. Fred Lynch, CI. 6-4600.	
Friday.....	<b>PREMIERE: "THE CONSTANT NYMPH"</b> (Movie)	STRAND THEATRE, B'WAY AT 47TH ST.
July 23	This is Warner Bros. romantic escapist movie of the one-time popular novel. It stars Joan Fontaine, Charles Boyer, Brenda Marshall, Alexis Smith and others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.	
Beginning...	<b>COMING ATTRACTIONS AT STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM</b>	
Saturday	<u>Saturday, July 24</u> --Nathan Milstein, violinist.	
July 24	<u>Monday, July 26</u> --Lily Pons, Metropolitan star. Conductor: Andre Kostelanetz.	
8:30 P.M.	<u>Thursday, July 29</u> --Yehudi Menuhin, violinist.	
	<u>Friday, July 30</u> --Program to come.	
	<u>Saturday, July 31</u> --Ania Dorfmann, pianist and Jennie Tourel, Mezzo-Soprano. Publicity: Dorle Jarmel, CI. 7-6900.	
Sunday.....	<b>FAREWELL PARTY FOR GEORGIA GIBBS AT CAFE SOCIETY DOWNTOWN, 2 SHERIDAN SQUARE</b>	
July 25	Publicity: Ross Associates, BR. 9-5906.	
Tuesday.....	<b>OPENING: NEW MERCHANT MARINE CANTEEN, SHERATON HOTEL, LEXINGTON AT 37TH</b>	
July 27	Under the personal supervision of night club entertainer, Spivy, the Satire Room at Sheraton Hotel will become a Merchant Marine Canteen, with top-flight entertainment every Tuesday night for Merchant Marines. For the opening night, there will be a delegation of girls from the "Ziegfeld Follies" and the entire floor show from Leon & Eddie's. Open to Merchant Marine seamen and their pals. Publicity: Jay Faggen, BR. 9-4128.	
Wednesday...	<b>WORLD PREMIERE: "THIS IS THE ARMY"</b> (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND	
July 28	This is the big much-awaited Warner's Technicolor army movie, produced on Broadway last year by Irving Berlin, featuring George Murphy, Charles Butterworth, George Tobias, Joan Leslie, Lt. Ronald Reagan, Una Merkel, and others. Fashions, by Orry-Kelly. Tickets for premiere, \$2.20-\$55. Benefit for Army Emergency Relief. Publicity: Eva Siegel, CI. 6-1000.	
Monday.....	<b>RETURN ENGAGEMENT: "ARMY, PLAY BY PLAY"</b> MARTIN BECK THEATRE, 302 W. 45TH ST.	
August 2	At the suggestion of Mayor LaGuardia, the hit all-soldier show "Army, Play By Play" will run for a limited engagement of two weeks. Receipts for the benefit of the Army Emergency Relief Fund. This is the play produced with the Second Service Command, under the sponsorship of Colonel Charles F. H. Johnson and producer John Golden, which brought in a gate of \$100,000 at the opening performance and is being shown to the public by popular demand. Tickets, \$1-\$3. Benefit for Army Emergency Relief. Publicity: Bernard Simon, BR. 9-6996.	
Monday.....	<b>RE-OPENING OF "HARRIET"</b>	HENRY MILLER THEATRE, 124 W. 43RD STREET
August 2	After a 5-week recess during which Helen Hayes, star of "Harriet" has been vacationing in Mexico, the play is reopening with virtually the same cast. Costumes, Aline Bernstein. Publicity, Dick Maney, WI. 7-6939.	
Tuesday.....	<b>PREMIERE: "THE TWO MRS. CARROLLS"</b> BOOTH THEATRE, 224 W. 45TH STREET	
August 3	The London hit by Martin Vale which ran for two years, will be presented in New York by Robert Reud and Paul Czinner, under the direction of Reginald Denham. Cast stars Elisabeth Bergner and Victor Jory. Sets by Frederick Fox. Costumes by Grace Houston. Publ.: Willard Keefe, LA. 4-0882.	
Wednesday...	<b>PREMIERE: "RUN, LITTLE CHILLUN"</b>	HUDSON THEATRE, 141 WEST 44TH STREET
August 11	A Hall Johnson Negro folk musical play with Caleb Peterson and Charles Holland, Metro concert tenor in leading roles. Producers: George Jessel, Meyer Davis and Lew Cooper. Publicity: Regina Crewe, BR. 9-8043.	
	<u>OUT OF ORDER</u>	
Monday.....	<b>PREMIERE: "TRY AND GET IT"</b>	CORT THEATRE, 138 WEST 48TH STREET
August 2	An A. H. Woods comedy with a cast including Margaret Early, Charles Knight and others. Publicity: Maurice Turret, CI. 6-9500.	

OUT OF ORDER

Monday.....PREMIERE: "TRY AND GET IT" CORT THEATRE, 138 WEST 48TH STREET  
August 2 An A. H. Woods comedy with a cast including Margaret Early, Charles Knight  
and others. Publicity: Maurice Turret, CI. 6-9500.